



KTVI
2250 Ball Drive
St. Louis, MO 63146
(314)213-2222

CONTRACT

Contract / Revision	Alt Order #
581806 /	
Product	
Contract Dates	Estimate #
10/09/12 - 10/15/12	C09C15
Advertiser	Original Date / Revision
Spence, David/R/Mo Gov	10/08/12 / 10/10/12
Billing Cycle	Billing Calendar
EOM/EOC	Broadcast
Station	Account Executive
KTVI	Jared Salles
Sales Office	
Washington DC	
Special Handling	
Demographic	
Adults 25-54	
	Total Ratings
	233.40
IDB#	Advertiser Code
1046	
Product Code	
Agency Ref	Advertiser Ref

And:

Smart Media Group LLC
814 King Street
Suite 400
Alexandria, VA 22314

COPY

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Totals		
											Type	Spots	Amount
N 1 2		10/09/12	10/15/12	Fox 2 News at 7 am	7A-730A		:30				NM	5	\$4,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/09/12	10/15/12	MTWTF--					5	\$825.00	4.70			
N 2 2		10/09/12	10/15/12	Fox 2 News at 8 am	8A-830A		:30				NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/09/12	10/15/12	MTWTF--					5	\$750.00	4.00			
N 3 2		10/09/12	10/09/12	M-F 5p-530p	5p-530p		:30				NM	1	\$2,225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/08/12	10/14/12	-T-----					1	\$2,225.00	5.10			
N 4 2		10/09/12	10/15/12	M-F 9p-10p	9P-930P		:30				NM	3	\$4,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/09/12	10/15/12	-TW-F--					3	\$1,350.00	5.10			
N 5 2		10/11/12	10/11/12	9p News Delayed	930P-10P		:30				NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/08/12	10/14/12	---T---					1	\$1,350.00	5.10			
N 6 2		10/09/12	10/15/12	M-F 9p-10p	930P-10P		:30				NM	3	\$3,825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/09/12	10/15/12	-TW-F--					3	\$1,275.00	4.30			
N 7 2		10/11/12	10/11/12	9p News Delayed	10P-1030P		:30				NM	1	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/08/12	10/14/12	---T---					1	\$1,275.00	4.30			
N 8 2		10/13/12	10/13/12	9p News Delayed	10P-1030P		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/08/12	10/14/12	----S-					1	\$500.00	1.90			
N 9 2		10/13/12	10/13/12	Fox 2 News Edge Delayed	1030P-1105P		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/08/12	10/14/12	----S-					1	\$400.00	1.20			
N 10 2		10/14/12	10/14/12	9p News Delayed	10P-1030P		:30				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/08/12	10/14/12	----S					1	\$850.00	4.80			
N 11 2		10/14/12	10/14/12	9p News Delayed	1030P-11P		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/08/12	10/14/12	-----S					1	\$800.00	3.90			

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10/09/12 - 10/15/12		C09C15
Advertiser	Original Date / Revision	
Spence, David/R/Mo Gov	10/08/12 / 10/10/12	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Totals		
									Rate	Spots	Amount
N 12 2		Start Date Week: 10/08/12	End Date 10/14/12	Weekdays -----S	Fox 2 News Edge Delayed	11P-1135P		:30		NM	1 \$600.00
									Rate \$600.00	Rating 2.70	
N 13 2		Start Date Week: 10/08/12	End Date 10/14/12	Weekdays -----T-----	FOX Prime Tuesday 7-8p	7p-8p		:30		NM	1 \$2,000.00
									Rate \$2,000.00	Rating 4.60	
N 14 2		Start Date Week: 10/08/12	End Date 10/14/12	Weekdays -----F--	FOX Prime Friday 7-8p	7p-8p		:30		NM	1 \$650.00
									Rate \$650.00	Rating 2.20	
N 15 2		Start Date Week: 10/08/12	End Date 10/14/12	Weekdays -----F--	FOX Prime Friday 8-9p	8p-9p		:30		NM	1 \$650.00
									Rate \$650.00	Rating 2.20	
N 16 2		Start Date Week: 10/08/12	End Date 10/14/12	Weekdays -----S	Rams Game Day Live	1030a-11a		:30		NM	1 \$575.00
									Rate \$575.00	Rating 3.00	
N 17 2		Start Date Week: 10/08/12	End Date 10/14/12	Weekdays ---T---	M-F 3p-330p	3p-330p		:30		NM	1 \$525.00
									Rate \$525.00	Rating 2.40	
N 18 2		Start Date Week: 10/08/12	End Date 10/14/12	Weekdays ----F--	M-F 3p-330p	3p-330p		:30		NM	1 \$525.00
									Rate \$525.00	Rating 2.40	
N 19 2		Start Date Week: 10/15/12	End Date 10/21/12	Weekdays M-----	M-F 3p-330p	3p-330p		:30		NM	1 \$525.00
									Rate \$525.00	Rating 2.40	
N 20 2		Start Date Week: 10/08/12	End Date 10/14/12	Weekdays ---T---	M-F 4p-430p	4p-430p		:30		NM	1 \$575.00
									Rate \$575.00	Rating 4.30	
N 21 2		Start Date Week: 10/08/12	End Date 10/14/12	Weekdays ----F--	M-F 4p-430p	4p-430p		:30		NM	1 \$575.00
									Rate \$575.00	Rating 4.30	
N 22 2		Start Date Week: 10/15/12	End Date 10/21/12	Weekdays M-----	M-F 4p-430p	4p-430p		:30		NM	1 \$575.00
									Rate \$575.00	Rating 4.30	
N 23 2		Start Date Week: 10/08/12	End Date 10/14/12	Weekdays ---T---	M-F 430p-5p	430p-5p		:30		NM	1 \$675.00
									Rate \$675.00	Rating 4.80	
N 24 2		Start Date Week: 10/08/12	End Date 10/14/12	Weekdays --W----	M-F 330p-4p	330p-4p		:30		NM	1 \$525.00
									Rate \$525.00	Rating 0.00	
N 25 2		Start Date Week: 10/08/12	End Date 10/14/12	Weekdays --W----	M-F 3p-330p	3p-330p		:30		NM	1 \$525.00
									Rate \$525.00	Rating 2.40	
N 26 2		Start Date Week: 10/08/12	End Date 10/14/12	Weekdays ---T---	M-F 4p-430p	4p-430p		:30		NM	1 \$575.00
									Rate \$575.00	Rating 4.30	
N 27 2		Start Date Week: 10/08/12	End Date 10/14/12	Weekdays --W----	M-F 4p-430p	4p-430p		:30		NM	1 \$575.00
									Rate \$575.00	Rating 4.30	
N 28 2		Start Date Week: 10/08/12	End Date 10/14/12	Weekdays --W----	M-F 430p-5p	430p-5p		:30		NM	1 \$675.00
									Rate \$675.00	Rating 4.80	

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581806 /		
Contract Dates	Product	Estimate #
10/09/12 - 10/15/12		C09C15
Advertiser	Original Date / Revision	
Spence, David/R/Mo Gov	10/08/12 / 10/10/12	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Totals			
									Rate	Rtn	Type	Spots
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 10/08/12	10/14/12	-----F--				1	\$675.00	4.80		
N 29	2	10/10/12	10/10/12	M-F 430p-5p				430p-5p		:30		NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 10/08/12	10/14/12	--W----				1	\$675.00	4.80		
D 30	2	10/11/12	10/11/12	M-F 430p-5p				430p-5p		:30		NM
N 31	2	10/12/12	10/12/12	M-F 430p-5p				430p-5p		:30		NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 10/08/12	10/14/12	-----F--				1	\$675.00	4.80		
N 32	2	10/15/12	10/15/12	M-F 430p-5p				430p-5p		:30		NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 10/15/12	10/21/12	M-----				1	\$675.00	4.80		
N 33	2	10/11/12	10/11/12	M-F 5a-530a				5a-530a		:30		NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 10/08/12	10/14/12	---T---				1	\$575.00	2.20		
N 34	2	10/12/12	10/12/12	M-F 5a-530a				5a-530a		:30		NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 10/08/12	10/14/12	-----F--				1	\$575.00	2.20		
N 35	2	10/11/12	10/11/12	M-F 5a-530a				5a-530a		:30		NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 10/08/12	10/14/12	---T---				1	\$575.00	2.20		
N 36	2	10/12/12	10/12/12	M-F 5a-530a				5a-530a		:30		NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 10/08/12	10/14/12	-----F--				1	\$575.00	2.20		
N 37	2	10/15/12	10/15/12	M-F 5a-530a				5a-530a		:30		NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 10/15/12	10/21/12	M-----				1	\$575.00	2.20		
N 38	2	10/11/12	10/11/12	530a-6a				530a-6a		:30		NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 10/08/12	10/14/12	---T---				1	\$675.00	2.80		
N 39	2	10/12/12	10/12/12	530a-6a				530a-6a		:30		NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 10/08/12	10/14/12	-----F--				1	\$675.00	0.00		
N 40	2	10/11/12	10/11/12	530a-6a				530a-6a		:30		NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 10/08/12	10/14/12	---T---				1	\$675.00	2.80		
N 41	2	10/12/12	10/12/12	530a-6a				530a-6a		:30		NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 10/08/12	10/14/12	-----F--				1	\$675.00	2.80		
N 42	2	10/15/12	10/15/12	530a-6a				530a-6a		:30		NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 10/15/12	10/21/12	M-----				1	\$675.00	2.80		
N 43	2	10/13/12	10/13/12	Fox 2 News Saturday AM				8a-830a		:30		NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 10/08/12	10/14/12	-----S-				1	\$675.00	2.80		
N 44	2	10/14/12	10/14/12	Su 7-9a				7a-730a		:30		NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 10/08/12	10/14/12	-----S				1	\$375.00	2.30		
N 45	2	10/14/12	10/14/12	Fox 2 News Sunday				5p-6p		:30		NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 10/08/12	10/14/12	-----S				1	\$450.00	4.30		

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Contract Dates 10/09/12 - 10/15/12	Product Estimate # C09C15
Advertiser Spence, David/R/Mo Gov	Original Date / Revision 10/08/12 / 10/10/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Totals		
									Rate	Spots	Amount
N 46 2	10/11/12	10/11/12	TMZ Date Delayed	1105p-1135p			:30			NM	1 \$675.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/08/12	10/14/12	---T---	1	\$675.00	0.00						
N 47 2	10/10/12	10/10/12	M-F 1035p-1105p	1035p-1105p			:30			NM	1 \$675.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/08/12	10/14/12	--W----	1	\$675.00	1.90						
N 48 2	10/11/12	10/11/12	TMZ Date Delayed	1105p-1135p			:30			NM	1 \$675.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/08/12	10/14/12	---T---	1	\$675.00	1.90						
N 49 2	10/12/12	10/12/12	M-F 1035p-1105p	1035p-1105p			:30			NM	1 \$675.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/08/12	10/14/12	----F--	1	\$675.00	1.90						
N 50 2	10/15/12	10/15/12	M-F 1035p-1105p	1035p-1105p			:30			NM	1 \$675.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/15/12	10/21/12	M-----	1	\$675.00	1.90						
N 51 2	10/14/12	10/14/12	Seinfeld Delayed	1135p-1205a			:30			NM	1 \$450.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/08/12	10/14/12	-----S	1	\$450.00	1.30						
N 52 2	10/15/12	10/15/12	9p News Delayed	10p-1030p			:30			NM	1 \$1,925.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/15/12	10/21/12	M-----	1	\$1,925.00	4.30						
N 53 2	10/15/12	10/15/12	Rams Weekly	630-7p			:30			NM	1 \$1,350.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/15/12	10/21/12	M-----	1	\$1,350.00	2.60						
N 54 2	10/15/12	10/15/12	FOX Prime Monday 7-8p	7p-8p			:30			NM	1 \$1,300.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/15/12	10/21/12	M-----	1	\$1,300.00	5.40						
N 55 2	10/15/12	10/15/12	FOX Prime Monday 8-9p	8p-9p			:30			NM	1 \$1,300.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/15/12	10/21/12	M-----	1	\$1,300.00	4.80						
N 56 2	10/14/12	10/14/12	St Louis Rams	12p-CC			:30			NM	1 \$13,500.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/08/12	10/14/12	-----S	1	\$13,500.00	8.00						
N 57 2	10/15/12	10/15/12	9p News Delayed	930p-10p			:30			NM	1 \$2,025.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/15/12	10/21/12	M-----	1	\$2,025.00	0.00						

Totals 233.40 68 \$69,475.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/15/12	68	\$69,475.00	\$59,053.75
Totals	68	\$69,475.00	\$59,053.75

Signature: _____ Date: _____

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